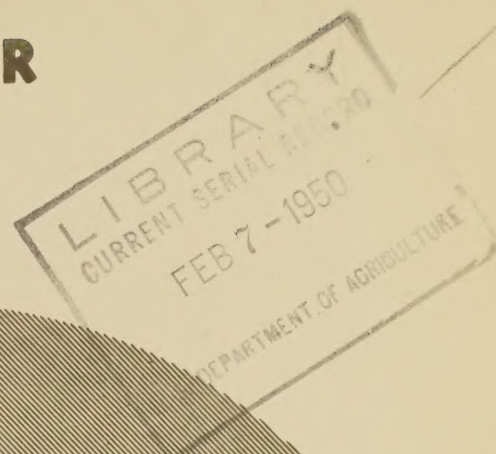


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# CO-OP ELECTRIFICATION ADVISER TRAINING OUTLINE



201

**USING THE RADIO**

**REA**



# PURPOSES OF THIS OUTLINE

This is one of a series of outlines prepared by REA as an aid in planning and arranging training schools for co-op electrification advisers. Each outline deals with a power use subject or with some aspect of cooperative principles and practice or with a particular method or technique of getting information to people. These are the three principal fields in which electrification advisers need to be skilled. Each booklet contains both suggested subject matter and suggestions as to how the material might be presented, with an indication of a suitable time schedule. The booklet is

thus useful as a guide to committees in charge of training schools, as an aid to the instructors, and as a subject matter manual that may be distributed to participants at the close of a training session for study and future reference. Subjects available or in preparation are listed below by title and number. It is suggested that committees planning such training schools keep in mind the need of training in all three types of subject matter and, insofar as practicable, make use of the outlines in a balanced combination.

## LIST OF SUBJECTS

An ORIENTATION OUTLINE (unnumbered) covers all three fields of information. It is to provide the subject matter for an initial school that will give co-op officials basic background information and an understanding of the nature and scope of the educational job to be done.

| NO. | POWER USE SUBJECT               | NO. | CO-OP SUBJECT              | NO. | METHOD OR TECHNIQUE      |
|-----|---------------------------------|-----|----------------------------|-----|--------------------------|
| 1   | Farm and home Wiring            | 100 | Value of Co-op             | 200 | Getting News to Members  |
| 2   | Farm Motors                     |     | Membership                 |     | (Newsletters and State   |
| 3   | Water Systems and               | 101 | Integrating Power          |     | Paper Columns)           |
|     | Plumbing                        |     | Use and Co-op              | 201 | Using the Radio          |
| 4   | Electric Ranges                 |     | Education                  | 202 | Co-op Reports and Non-   |
| 5   | Laundry Equipment               | 102 | The REA Program            |     | periodical Publications  |
| 6   | Poultry Production              |     | and Co-ops                 | 203 | Making Effective Talks   |
| 7   | Refrigerators, Home             | 103 | The Electric Co-op         | 204 | Demonstration Techniques |
|     | Freezers, Walk-Ins              |     | — What It Is               | 205 | Methods and Results of   |
| 8   | Small Appliances                | 104 | The Co-op Movement         |     | Adult Education          |
| 9   | Dairying                        |     | — Here and Abroad          |     |                          |
| 10  | Pig Brooding                    | 105 | Co-op Bylaws               | 206 | Effective Meetings       |
| 11  | Farm, Home and                  | 106 | Establishing Member        |     |                          |
|     | School Lighting                 |     | Ownership                  | 207 | Photography and Motion   |
| 12  | Farm Shop                       | 107 | Assuring Member            |     | Pictures                 |
| 13  | Pump Irrigation                 |     | Participation              | 208 | Working with Newspapers  |
| 14  | Garden Watering                 | 108 | Co-op Tax Status           | 209 | Exhibits and displays    |
| 15  | Electric Hotbeds                | 109 | Annual Meetings            | 210 | Working with Rural Youth |
| 16  | Elevating, cleaning             | 110 | Co-op's Place in           | 211 | Working with Community   |
|     | and grading farm crops          |     | the Community              |     | Organizations            |
| 17  | Drying grain, hay, peanuts, etc | 111 | Cooperation Between Co-ops |     |                          |
| 18  | Heating, cooling, ventilating   |     |                            |     |                          |
| 19  | Cleaners, dish washers          |     |                            |     |                          |
| 20  | Kitchen planning                |     |                            |     |                          |



UNITED STATES DEPARTMENT OF AGRICULTURE  
Rural Electrification Administration  
Washington 25, D. C.

Suggested Program and Procedure

Suggested Time - 1 or 1½ days

Using the Radio

Radio can be an important tool for the electrification adviser to use in the job of member education and general information. A radio program can reach the most people in an area at one time, can reach them quickly, will save time and travel for the adviser, will distribute bulletins, bring members to meetings, help get meter cards in on time, keep the co-op's activities before the members, and promote interest in the entire rural electrification program. During this work session, outlined below, each adviser will have a chance to write a brief script, or outline, make a recording, and then listen to the play-back. In this way he can hear himself as others will hear him, and thus learn the good and bad points of his radio presentation.

Suggested Procedure: The following outline is based on radio clinics conducted by USDA's Radio Service and Extension Service. Many points also have been brought out or suggested by field personnel, specialists, radio farm directors, station managers and program directors. It shows how a group of electrification advisers might be given basic instruction in building a radio program around the job. Also, it explains how to conduct a recording and audition session, either in the meeting place or at a local radio station. Every effort is made to stimulate group discussion in the sessions devoted to program planning.

Training Staff: For maximum effectiveness, the leader of the radio session should be a person with experience in radio writing and broadcasting. This might be a radio information specialist from USDA, if one is available. REA, Extension Service, and Radio Service of the Office of Information, all have experienced radio broadcasters on their staffs. Another good choice might be the Extension Radio Editor of the State where the meeting is held, or the Director of the State University radio station. It is desirable to have two or three instructors for a radio school, in order to present several points of view. A County Agent or Home Demonstration Agent who has had considerable experience in radio work can



be very helpful in conducting such a school. It is also an excellent idea to ask someone from a local or nearby radio station to make at least one appearance on the program, to tell the class what the radio station will expect of them. Either the Radio Farm Director or the Program Director would be a good choice. If you have difficulty locating a suitable staff, REA may be able to suggest someone.

Program Chairman: This should be a person familiar with the rural electrification program generally, and the power use program specifically. The Chairman of the State Power Use Committee is a good choice. If he is not available, some member of REA's field staff might handle this job.

Subject Matter Outline: A subject matter outline which the leader and other persons on the program may care to use in preparing their material will be provided. Copies of this also will be available to distribute to those participating in the workshop, for reference and further study.

## Suggested Program and Procedure

### Using the Radio

#### Morning Session

| <u>Time</u> | <u>Topic</u>   | <u>Speaker or Leader</u>   |
|-------------|--|--|
| 9:00        | <u>Opening remarks</u> : Introduction of speakers, guests, and explanation of day's procedure.   | Chairman (Statewide Power Use Committee Chairman or REA field representative.) |
| 9:15        | Talks: "Why Electrification Advisers Use Radio"  | Radio Specialist   |
|             | This talk emphasizes the wide coverage of radio, the time adviser can save by reaching many co-op members at one time, the information it can give about rural electrification generally. The rising importance of television as an instructional medium might be mentioned. |  |
| 9:30        | <u>Group Discussion</u> : "Building a Radio Program Around the Adviser's Job"  |  |

Conducted by..... Radio Specialist

The purpose of this discussion is to get from the group suggestions for radio programs, based on the day-to-day job of the adviser, and on the general activities of the co-op. This can be done by:

- 1) Asking participants to suggest subjects they consider suitable for radio presentation.
- 2) Writing program ideas on blackboard.
- 3) Inviting participants to suggest additions to the list at any time during the discussion.

Some suggestions and stimulation probably will have to come from the leader, depending somewhat on whether members of the group have had radio experience.



## Suggested Program and Procedure

### Morning Session

| <u>Time</u> | <u>Topic</u>  | <u>Speaker or Leader</u>  |
|-------------|---|---|
| 10:00       | <u>Group Discussion:</u> "Standards for Good Farm Broadcasts."<br><br>Conducted by.....<br><br>In this discussion, members of the group should be encouraged to set their own standards, based on any radio experience they have had, and on their own radio listening.<br><br>Leaders should emphasize points not brought up by members of the group, such as timeliness, simplicity, etc. | Radio Specialist, perhaps in cooperation with County Agent or Home Demonstration Agent. |
| 10:30       | Intermission  |   |
| 10:45       | <u>Talk:</u> "How to Get and Use Radio Time". This will suggest ways in which the electrification adviser can get on the air, and can use radio with the least possible effort.   | County Agent or Home Demonstration Agent.   |
| 11:00       | <u>Talk:</u> "Make a Definite Plan of Radio Activity"; follow with discussion.<br><br>This talk should suggest making a definite schedule of radio activity, based on adviser's working schedule. A sample outline might be drawn on blackboard, and a rough schedule made up, based in part on suggestions from group.   | Radio Specialist  |
| 11:30       | <u>Talk:</u> "Ways to Localize a Radio Program"; follow with discussion.<br><br>This talk should point out that State and National news must be presented so that they are significant to community. Give an example.<br><br>In discussion ask for suggestions from group of local items good for program, local activities of general interest, etc.                                       | Radio Specialist; County Agent or Home Demonstration Agent might come in on discussion. |
| 12:00       | Noon recess.  |   |



## Suggested Program and Procedure

### Afternoon Session

| <u>Time</u> | <u>Topic</u>   | <u>Speaker or Leader</u>  |
|-------------|--|---|
| 1:30        | <u>Talk:</u> "Typical Outlines for Radio Programs"<br><br>(At the beginning of the afternoon session, group should be told that there will be practice sessions for both writing and transcription, and that everybody will sit in on audition of all transcriptions, for general criticism.)<br><br>Radio specialist will draw outlines on black-board for 5-minute and 15-minute features, showing how to plan a program. Items for program are listed in proper order, and two or three program formats may be suggested. | Radio Specialist  |
| 1:45        | <u>Talk:</u> "What Radio Stations Want from Electrification Adviser"; follow with discussion.<br><br>This will give radio station representatives a chance to explain what they want in the way of material, presentation, and general cooperation.<br><br>He may invite questions if this seems desirable, as a discussion of some points of his talk may be helpful.   | Radio Farm Director or Program Director from local radio station. |
| 2:15        | <u>Talk:</u> "Tips on Writing Radio Scripts."<br>This will cover the principal do's and don'ts of writing for radio. It might also include suggestions about the type of outline desirable for a so-called "ad lib" interview or discussion.   | Radio Specialist  |
| 2:30        | Intermission   |   |
| 2:45        | <u>Talk:</u> "Types of Radio Presentations."<br>This will explain the various types of radio features which Electrification Advisers may use -- such as straight talk, interview, discussion, etc.   | Radio Specialist or County or Home Demonstration Agent.           |



## Suggested Program and Procedure

### Afternoon Session

| <u>Time</u> | <u>Topic</u>  | <u>Speaker or Leader</u>                          |
|-------------|---|---|
| 3:15        | <u>Work Session:</u> Conducted by.....<br><br>Each member of the group will prepare a script, or outline, for transcription. Suggest that a familiar subject be chosen.<br><br>Also suggest that some members of group may like to work together, and plan program in interview or discussion format. | Radio Specialist                                  |
| 4:15        | <u>Talk:</u> "Tips on Talking into the Microphone."<br><br>This will give practical suggestions about microphone technique.   | Radio Specialist or Radio station representative. |
| 4:30        | Adjourn for day   |   |

### Second Morning

It is desirable to hold this session in a radio station, if possible.

|      |  |   |
|------|--|---|
| 9:00 | <u>Review of previous day.</u><br><br>Short question period  | Radio Specialist  |
| 9:30 | <u>Work Session</u> - Transcription & Audition.<br><br>Make transcriptions, based on scripts prepared preceding day. If two tape or wire recorders are available, this session will move much faster. It is often better to make the recordings in a private room or studio, as there will be a good deal of self-consciousness otherwise, and the results will not give a fair example.<br><br>During this period, it is well to have some member of the staff remain with the group, to answer questions. It is a good time for a brief tour of the radio station, if this can be arranged, or a talk by some member of the station staff. | All members of training staff should be present and help. |



## Suggested Program and Procedure

### Second Morning

| <u>Time</u> | <u>Topic</u>  | <u>Speaker or Leader</u> |
|-------------|---|--------------------------|
|             | Work Session (Continued)  |                          |
|             | After all transcriptions are completed, play each one back to the entire group. Encourage frank appraisal by all, and praise and criticism impartially. |                          |
| 11:45       | Summary of standards for effective broadcasting.  | Radio Specialist         |
| 12:00       | Adjournment.  |                          |

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END OF PROGRAM. SUGGESTED SUBJECT MATTER FOLLOWS.



NOTES ON USE OF RADIO IN CO-OP EDUCATION

Here are practical tips for all those connected with rural electric cooperatives on the easy and effective use of radio in the work of member education and general information. These suggestions are based on radio clinics conducted by USDA's Radio Service and Extension Service, and have proved successful in farm and home broadcasting.

Many of the points in this outline were brought out or suggested by field personnel, specialists, radio farm directors, station managers and program directors. It is intended as a supplement to the list of suggested topics for radio broadcasts, the sample scripts and outlines, and the Extension Radio Handbook, all available from Information Services Division, REA.

WHY ELECTRIFICATION ADVISERS USE RADIO

1. Radio reaches about 8 out of 10 farm families (national average).
2. Radio reaches most people in your area at one time.
3. Radio reaches people more quickly.
4. Radio can warn about trouble on lines...over-loading, power cut-offs, etc.
5. Radio saves time and travel for you, and saves time of farmers, homemakers.
6. Radio reaches people who do not read newspapers.
7. Radio distributes bulletins for you, tells more people about your meetings and demonstrations.
8. Radio brings your meter cards in on time.
9. Radio appearances add to your prestige and standing in the community.
10. Radio keeps your plan of work before the people...promotes interest in the entire rural electrification program.
11. Radio gives contact with urban as well as rural people.
12. Radio now is training for radio of the future, including television.
13. Television is beginning to offer another tool, including the possibility for the electrification adviser with a 16 mm. camera or some exhibits, to bring the farm and home demonstration right into the living room.

BUILD RADIO PROGRAM AROUND YOUR JOB

1. Tell about your meetings and demonstrations. Tell success stories of your co-op members. Plan interviews with farm people who have an interesting story to tell.
2. Build programs around the month-to-month activities in your plan of work. Keep material timely in its application to your area.
3. When you have some major activity under way (a plumbing program, for example) develop diversified radio campaigns to promote it.



4. Before your annual meeting or any other important co-op event, plan an intensive campaign to give information about and arouse interest in the affair.

#### HOW TO GET AND USE RADIO TIME

Use radio in ways that will do the most good, with the least work for you. While you may develop a co-op program, you can use radio effectively without having a show of your own.

1. Cultivate an informal advisory relationship with local stations, through the program director or farm director. This will give you the opportunity to explain to station personnel about your co-op and how it benefits rural people and community, about the REA program, about your plan of work and your desire to cooperate with local groups. You can then offer suggestions for interesting features on established local shows. Also, if there are no good farm and homemakers' shows, you can encourage the stations to set these up.
2. Supply stations with tips on worthwhile pickups for mobile equipment. Also let them know when co-op members with good stories to tell will be in town, and arrange interviews.
3. Send stations news announcements and short feature stories suitable for news and farm program; the same story can go to several stations.
4. Make personal appearances on the air:
  - a. On RFD's, woman broadcaster's, or public service programs.
  - b. By sharing air time regularly with county agent, home demonstration agent, or other agricultural or home specialist. This is very important because it provides a ready-made audience.
  - c. By means of recordings made on the farm, or at meetings.
5. Convince a radio station -- and yourself -- that you can put on a good program regularly. Suggest it on twice-a-month basis to start, if you like, but try to work up a weekly show.

#### MAKE DEFINITE PLAN FOR LOCAL RADIO ACTIVITY

1. Take a big sheet of paper and divide into squares, one per broadcast, whether your own show, guest appearance, or feature you suggest.
2. Put down a rough schedule for the future, showing total time to be used.
3. Keep your schedule planned well in advance, possibly as much as three months.
4. Arrange subject matter items on schedule at proper seasons.
5. Enter notes about family success stories so you won't forget them.
6. Insert interesting items from daily activities.
7. Note questions and answers of general interest.
8. Enter dates of all meetings and demonstrations for advance reminders.



TYPICAL OUTLINE FOR 15-MINUTE RADIO PROGRAM (Adjust to fit circumstances)

1. Theme music, if you wish.
2. Friendly introduction or opening.
3. Announcement of feature...interview or guest speaker.
4. Local news, meetings, markets, possibly weather report.
5. Main feature of program.
6. Call for action...sending for bulletin, attending meeting, etc... tie to feature.
7. State and national news, or short feature, perhaps about state or national REA program progress.
8. Question and answer period.
9. Summary.
10. Closing.

SOME WAYS TO LOCALIZE YOUR RADIO PROGRAMS

1. Remember that your programs are worth little unless localized.
2. Present state and national news items so that they will be especially significant to your community.
3. Use news items picked up on trips around your area..(Electricity was turned on at the M. M. Smith farm yesterday, and Mrs. Smith started today getting some of her plump fryers into the home freezer).
4. Rural people are interested in certain kinds of local town news... (Demonstrations on the use of pressure cookers will be held in the Community Building at Middleville next Friday afternoon).
5. Give local interpretation to national and state news, and tie in with local angles and events...work in local news first unless other is very important...(The Hallsville 4-H Club is conducting a general clean-up campaign during the week from October 5 to 11. This is tied in with National Fire Prevention Week, which will be observed at that time).
6. Report state and local research in terms of local farm and home needs...(The peach crop is ripening pretty fast right now. Some women who are freezing peaches for the first time say they're having trouble with the fruit turning brown after peeling. I received a story from the State College yesterday which makes a helpful suggestion (quote): "To prevent darkening of peaches, immerse them in a salt solution before slicing. It's easy to make this salt solution...just add 2 tablespoons of salt to a gallon of water...etc.")
7. Use local people and local names on your programs.
8. Keep several folders in your desk for collecting copy and ideas for future program. Classify these in the way that is easiest for you. Save such material as news items from local papers, bulletins and circulars, notes about co-op members' activities, notes about 4-H Club and other group activities, result stories, family stories, questions and answers, announcements of special events such as fairs, annual meetings, board meetings, demonstrations, etc., material on power use, and news about cooperatives of all types.



9. Look over the list of possible topics for radio broadcasts frequently, also any sample scripts and outlines that you get from REA or other sources. Consider the ways of adapting these to the activities and interests of your own cooperative.

#### TELL PEOPLE ABOUT YOUR PROGRAM

1. Ask local newspapers to list your show in radio program schedule.
2. Send information about your program to your statewide paper.
3. Mention your radio program in news stories and in your newsletter.
4. Have information about program printed on letterheads, or include as letter stuffer or sticker.
5. Ask the radio station to carry spot announcements about your program.
6. Send a postcard to all members before the first of each series.

#### PLANNING THE FEATURE PRESENTATION

You may be concerned with a full 15 or 30-minute program, or with a shorter feature to be presented as a unit of a longer program.

1. The following are the principal types, in terms of style of presentation and number of persons involved:
  - a. One-man talk.
  - b. Dialogue, with two or three people talking to each other.
  - c. Discussion or panel of four or five persons.
  - d. Combination of the one-man talk and dialogue, or interview.
  - e. Combination of talk or discussion with action...demonstration of something which can be described graphically, such as electric debeaking, etc.
2. Electrification advisers can introduce guests in a variety of ways:
  - a. Co-op members with experience stories.
  - b. Advisers from neighboring co-ops, comparing notes on methods used and progress made.
  - c. County agent, home demonstration agent, or other specialist in same area, discussing both homemaking and agricultural problems.
  - d. REA, Extension, and USDA administrators and specialists -- bringing new and authoritative information relating to current local interest -- reporting methods, experience, and progress in other areas on subjects in which local farm people are interested -- asking local adviser (who has the radio program) about problems and progress in the area, which will serve as a stock-taking or inventory for the people in his own co-op area.
  - e. Representatives of other agencies with information that ties in with rural electrification program -- Extension Service, Soil Conservation Service, county health officer, school superintendent, etc.



3. If program is done ad lib (without script) it should be well planned and thought out in advance. A brief outline is advisable, to be sure that no important details are omitted. To prepare for ad lib interview with a guest, it is advisable to do this in advance:
  - a. Sit down with guest and chat about subject to be covered.
  - b. Jot down a key word or fact here and there.
  - c. Type out an elaboration of notes, and give a copy to guest to look over and correct.
  - d. Go over the notes with him again, then take them back.

When on the air, if the interviewee gets started on a long-winded sentence, don't hesitate to break in on him. The guest will appreciate your assistance, and the listeners will like the informality. It is well to write out an ending for any ad lib program. Time this carefully so that you'll know when to start it. This will keep you from having to wind up your program suddenly and overlooking some important point you intended to make at the end.

#### TIPS ON WRITING AND TALKING

1. Be down-to-earth...keep your feet on the ground. Bring out the real and intrinsic values as forcibly as you can, but without extravagant language.
2. Long sentences are hard to talk on the air and difficult to listen to. It's easier to put several short sentences together when you're reading a script than to break up a long sentence. Mix up short and medium length sentences. Don't struggle to make every sentence grammatically precise. Use simple, easily understood words...use contractions...keep your script conversational.
3. In interview and conversations, have speeches of varied lengths...from a single line of typing (or less) up to five or six lines in length.
4. Direct sentences give your broadcast more punch. ("At the meeting, farmers reported a shortage of labor." NOT.. "That there is a shortage of labor was clear from reports made by farmers at the meeting.")
5. The active voice is much stronger than the passive. ("Farmers think labor will be plentiful." NOT... "It is assumed that labor will be plentiful.")
6. Use picture words frequently in describing things.
7. Be sparing in your use of figures, particularly large ones...round out "4,991 miles" to "almost 5,000 miles."
8. The friendliest approach is to use the first and second person. Use third person only when reporting what others have done.
9. Avoid round-about expressions...("After selling"...NOT "after the sale of...")



10. Many successful broadcasters recommend putting a little flag, a sort of topic sentence or phrase, at the beginning of each point. A brief pause between points also helps the audience to get your meaning... Try to make a logical transition from one point or subject to another. ("Well, that's the latest report on the power shortage in this area...and now let's consider what farm families can do to help the situation.")
11. When using 4-H and FFA youngsters, it will sound better for you to tell about their successes and the prizes they've won, and let them talk about the foundation work that led to the honors.
12. Some folks can help themselves get into the talking habit by reading their scripts out loud. This also helps to catch awkward words and phrases.
13. Change of pace makes a radio program more listenable. You can accomplish this by talking faster in the chatty parts and slower in the more serious sections...by pausing between sentences and paragraphs...by dropping or raising your voice slightly from time to time...by a laugh where it seems natural. Let the humor rise naturally from situations in the program.

#### MAKE YOURSELF COMFORTABLE BEFORE THE MIKE

1. The microphone is simply a means of projecting yourself into the home of listeners.
2. Think of your audience as a single individual, or a group of not more than four or five...never as a big meeting group.
3. Get an engineer to tell you how a mike works.
4. Watch a visual graph of voice if this test is possible at your studio.
5. Mark easy phrasing in your script with a pencil.
6. Pass over minor slips without repeating. If someone else on the program with you pulls a bad boner, laugh him out of it.
7. After the show, check back and find places which didn't go smoothly, or where you became confused. It will help if you can find the reason.
8. During interviews, a friendly smile or occasional nod to the other person will help him to relax and feel easy.
9. Breathe with abdomen and chest. Breathe deeply several times before starting talk.
10. If it's necessary to clear your throat or cough, turn your head and lean away from the mike.
11. Gargling with hot salt water before broadcast helps clear some throats.
12. Don't eat just before broadcast. It is not a good idea to have even a coughdrop in your mouth when you go on the air.
13. Prepare the best possible script or ad lib outline, then rehearse several times before broadcast.
14. Be sure you have something to say, and keep your mind on it.



### COOPERATE WITH RADIO STATIONS

1. Remember that radio stations want listeners, and they think we can get listeners best by:
  - a. Presenting interesting programs, appealing to a variety of listeners.
  - b. Localizing news and information; talking about familiar things.
  - c. Making programs coherent, well thought out, and well-voiced.
  - d. Preparing scripts for the ear, not for the eye.
  - e. Treating the free time as though we were paying for it.
2. Always arrive at the radio station at the time set for rehearsal, with enough material to fill the time allotted, but not too much.
3. Give as much promotion to your program as possible. Both you and the radio station will profit from this.

### SUMMARY OF STANDARDS FOR EFFECTIVE LOCAL BROADCASTING

It must be SIMPLE to be practical.

It must be TIMELY.

It must interpret the rural electrification story in the terms of the NAMES of the people who are carrying it out.

It must be BRIEF...use short words and short sentences.

It must be presented with ENTHUSIASM. You must be sold on your subject.

It must be conversational...not an attempt to imitate professional radio. (Be yourself - don't worry about your voice - you can't change it!)

It must paint a word picture of conditions in your area.

It must be a TALK, not an essay.

It must try to get a few main ideas across...that's all that is necessary.

Last, but far from least -- it must be FRIENDLY.







